Rating

0.00

0.00

Net Amount

\$63,813.75

\$63,813.75

## **ORDER**

Orders	Order / Rev:	105142		
	Alt Order #:	06838587	_	
	Product Desc:	AMER FOR PROSPERITY	_	HD M
	Estimate:	464	_	KSNV
	Flight Dates:	08/15/12 - 08/21/12	Primary AE:	Amy McCreary
	Original Date / Rev:	08/10/12 / 08/10/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Mentzer Media Services, Inc.	_	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		600 Fairmont Ave.	Billing Cycle:	EOM/EOC
		Towson, MD 21286	Agency Commission:	15%
Advertiser	Name:	Americans for Prosperity		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI2	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN	Agency External ID:	

Totals

Month

Totals

August 2012

# Spots

96

96

Gross Amount

\$75,075.00

\$75,075.00

## Account Executives

End Date

08/21/12

Bill Plan

Start Date

07/30/12

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Net Amount

\$63,813.75

Order Share	Share	Total
KSNV	37%	\$75,075.00
Market	100%	\$202 905 41

# Spots Gross Amount

\$75,075.00

96

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$60,871.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$42,610.14
KTUD	0%	\$0.00
KVVU	10%	\$20,290.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,058.11

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
	1	KSNV	08/15/12	08/17/12	M-F 6-7a WakeUp	w/Wa@M	6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
	M-F 6-7a WakeUp w/Wagners													
		WAKE L	IP											
		Star	t Date E	End Date	Weekdays S	Spots/Week	Rate	Rating						
	W	eek: 08/1	3/12	08/19/12	WTF	3	\$700.00	0.00						

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Order / Rev: 105142 Advertiser: Americans for Prosperity

Alt Order #: 06838587 Product Desc: AMER FOR PROSPERITY KSNV

Flight Dates: 08/15/12 - 08/21/12 Estimate: 464

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
1	KSNV	08/15/1	2 08/17/12	M-F 6-7a WakeUp M-F 6-7a WakeU		6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
	WAKE (	JP		o ra rrance	p 11, 11 ag. 1010								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 08/		08/19/12	WTF	3	\$700.00	0.00						
2	KSNV	08/15/1	2 08/17/12	Today Show Today Show	СМ	658a-9am	WTF	:30	3	\$1,400.001	0.00 NM	3	\$4,200.00
	TODAY	SHOW		•									
10/	<u>Sta</u> /eek: 08/	rt Date	End Date 08/19/12	Weekdays WTF	Spots/Week	Rate \$1,400.00	Rating 0.00						
				M-F Today Show		9-10a	WTF	:30	3	\$500.001	0.00 NM	3	\$1,500.00
				M-F Today Show						********			* 1,00000
		SHOW 2		<b>10</b> /	0	Data	Dating						
W	<u>Sta</u> /eek: 08/	rt Date 13/12	End Date 08/19/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$500.00	Rating 0.00						
			2 08/17/12	M-F Today Show		10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
		011011		Today 4th Hour									
		SHOW 3		Maakdaya	Cnoto/Mook	Doto	Doting						
W	<u>ااد</u> /eek: 08	rt Date 13/12	End Date 08/19/12	<u>Weekdays</u> WTF	Spots/Week 3	Rate \$325.00	Rating 0.00						
5	KSNV	08/15/1	2 08/17/12	Rachael Ray	CM	11am-12pm	WГF	:30	6	\$325.00 1	0.00 NM	6	\$1,950.00
	RACHE	L DAY		Rachael Ray									
	_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 08/		08/19/12	WTF	6	\$325.00	0.00						
6	KSNV	08/15/1	2 08/17/12	Dr. Phil	СМ	3-4p	WTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
	DR PHII	ı		Dr Phil									
	_	∟ rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 08/		08/19/12	WГF	3	\$450.00	0.00						
7	KSNV	08/15/1	2 08/17/12	M-F Early News	СМ	5-630p	WTF	:30	3	\$1,000.001	0.00 NM	3	\$3,000.00
	NEWS			M-F Early News									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 08/		08/19/12	WГF	3	\$1,000.00	0.00						
8	KSNV	08/15/1	2 08/17/12	M-F Jeop/Wheel	CM	630-730pm	WГF	:30	6	\$1,000.001	0.00 NM	6	\$6,000.00
	JEOP/M	/HEEL		M-F Jeopardy/Wh	neel of Fortune	9							
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 08/		08/19/12	WГF		\$1,000.00	0.00						
9	KSNV	08/15/1	2 08/17/12	Face to Face w/ R		730-758pm	WTF	:30	3	\$800.001	0.00 NM	3	\$2,400.00
	FACE T	O FACE		Face to Face w/ c	i.Raiston								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 08/		08/19/12	WTF	3	\$800.00	0.00			_			
10	KSNV	08/15/1	2 08/17/12	M-F News 3 at Ele M-F News 3 at El		11pm-1135pi	m WTF	:30	6	\$1,100.001	0.00 NM	6	\$6,600.00
	NEWS			W-I News 5 at Li	even								
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 08/		08/19/12	WTF		\$1,100.00	0.00			<b>*</b>			
11	KSNV	08/15/1	2 08/17/12	The Tonight Show Tonight Show	/ CM	1135p-1237a	WTF	:30	6	\$425.00 1	0.00 NM	6	\$2,550.00
	TONIGH	H SHOW		rongn onow									
10		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 08/		08/19/12	News 3 Sunrise -	SATURIM	\$425.00 6a-7a	0.00	:30	2	\$350.00 1	0.00 NM	2	\$700.00
12	NOINV	JO/ 10/ 1.	Z UU/10/1Z	News 3 Sunrise S		∪a-1 a	3-	.30	2	φουν.υυ τ	U.UU INIVI	_	φι 00.00
	NEWS												
144		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 08/		08/19/12	5-	CM 2	\$350.00 7a-9am	0.00	:30	2	\$625.00 1	0.00 NM	2	\$1,250.00
13	NOINV	JO/ 10/ 1.	∠ UU/10/12		CIVI	1 a-3a111	3-	.30	2	φυ25.00 Ι	U.UU INIVI		φ1,230.00

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Order / Rev: 105142 Advertiser: Americans for Prosperity

Alt Order #: 06838587 Product Desc: AMER FOR PROSPERITY KSNV

Flight Dates: 08/15/12 - 08/21/12 Estimate: 464

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Saturday Today Saturday Today										
SAT TO	DAY												
	rt Date	End Date 08/19/12	Weekdays S-	Spots/Week	Rate	Rating	_						
Week: 08/		2 08/18/12	Sa-Su Early News	s CM	\$625.00 5pm-630pm	0.0	S-	:30	2	\$650.001	0.00 NM	2	\$1,300.00
TT ROTT	00/10/1	2 00/10/12	Sa-Su Early New		орин осории		S	.00	_	φοσσ.σσ 1	0.00 14111	_	ψ1,000.00
NEWS	-1 D-1-	E. J.D.	M/a aladaya	0	D-1-	Datia							
Sta Week: 08/	rt Date /13/12	End Date 08/19/12	Weekdays S-	Spots/Week 2	Rate \$650.00	Rating 0.0						l	
-		2 08/18/12	Weekend Jeopard		630-730pm		S-	:30	2	\$500.001	0.00 NM	2	\$1,000.00
			WKND Jeop/Whe	eel									
JEOP/V Sta	vHEEL irt Date	End Date	Weekdays	Spots/Week	Rate	Rating	,					l	
Week: 08/		08/19/12	S-	2	\$500.00	0.0	_					İ	
N16 KSNV	08/18/1	2 08/18/12	To the Point - PM	CM	730-758pm	-	S-	:30	1	\$375.00 1	0.00 NM	1	\$375.00
VEGAS	INC		To the Point										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	3					İ	
Week: 08/	/13/12	08/19/12	S-	1	\$375.00	0.0	0						
17 KSNV	08/18/1	2 08/18/12	Sa-Su News 3 at		11pm-1135p	m -	S-	:30	1	\$1,100.001	0.00 NM	1	\$1,100.00
NEWS			Sa-Su News 3 at	Eleven									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 08/		08/19/12	S-	1	\$1,100.00	0.0				фоот оо <b>1</b>	0.00.1114		<b>#</b> 205.00
18 KSNV	08/19/1	2 08/19/12	News 3 Sunrise - News 3 Sunrise S		6a-7a	-	S	:30	1	\$325.00 1	0.00 NM	1	\$325.00
NEWS			rtowo o Gamileo C	JONE 711								l	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	_						
Week: 08/		08/19/12 2 08/19/12	Sunday Today	CM	\$325.00 7a-8am	0.0	0 S	:30	2	\$625.00 1	0.00 NM	2	\$1,250.00
19 1011	00/13/1	2 00/19/12	Sunday Today	Civi	7 a-baili		5	.50	2	ψ025.00 1	0.00 14101	_	ψ1,230.00
SUN TO													
Sta Week: 08/	rt Date /13/12	End Date 08/19/12	<u>Weekdays</u> S	Spots/Week 2	Rate \$625.00	Rating 0.0	_					l	
		2 08/19/12	Meet the Press	CM	8a-9am		S	:30	1	\$3,000.001	0.00 NM	1	\$3,000.00
			Meet the Press										
_	ΓΗΕ PRE irt Date	SS End Date	Weekdays	Spots/Week	Rate	Rating	,					l	
Week: 08/		08/19/12	S	<u> </u>		0.0	_					İ	
21 KSNV	08/19/1	2 08/19/12	Chris Matthews 9		9:30a-10a	-	S	:30	1	\$500.001	0.00 NM	1	\$500.00
CHRIS	MATTHE	:\\\\	Chris Matthews S	SUN 9:30am									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	3					İ	
Week: 08/	/13/12	08/19/12	S	1	\$500.00	0.0							
23 KSNV	08/19/1	2 08/19/12	NFL Football	CM	1P-9PM	-	S	:30	2	\$3,200.001	0.00 NM	2	\$6,400.00
NFL PR	RESEASO	ON	NFL Football										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	_						
Week: 08/		08/19/12	S		\$3,200.00	0.0				<b></b>	0.00.1114		<b>#</b> 4 400 00
24 KSNV	08/19/1	2 08/19/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135p	m -	S	:30	1	\$1,100.001	0.00 NM	1	\$1,100.00
LATE N	IEWS												
	rt Date	End Date	<u>Weekdays</u> S	Spots/Week	<u>Rate</u>	Rating							
25 KSNV		08/19/12	Sports Night in La	1 us VenaßM	\$1,100.00 Sun 1135p-1	0.0 200a -		:30	1	\$400.001	0.00 NM	1	\$400.00
20 110141	00/10/1	_ 00,10/12	Sports Night in La	-	5411 1 100p-1	_00a -	5	.50	'	ψ-του.ου 1	0.00 14101	l '	ψ+00.00
	S IN VE				_	<b>.</b> .							
Sta Week: 08/	rt Date /13/12	End Date 08/19/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.0							
		2 08/21/12	<u> </u>	CM	6-7a		T	:30	2	\$700.001	0.00 NM	2	\$1,400.00
												-	

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Order / Rev: 105142 Advertiser: Americans for Prosperity

Alt Order #: 06838587 Product Desc: AMER FOR PROSPERITY KSNV

Flight Dates: 08/15/12 - 08/21/12 Estimate: 464

MT Today Show Today Show		0 0.00 m MΓ	:30	2 \$1,400.001	0.00 NM	2	\$2,800.00
Weekdays Spots  MT  Today Show Today Show  Weekdays Spots  MT  M-F Today Show II 3rd H	\frac{\text{Week}}{2} \frac{\text{Rat}}{\$700.0} \text{CM} \text{658a-9al} \text{65Week} \text{Rat}	0 0.00 m MΓ	:30	2 \$1,400.001	0.00 NM	2	\$2,800.00
MT Today Show Today Show  Weekdays Spots MT M-F Today Show II 3rd F	2 \$700.0 CM 658a-9an :/Week Rat	0 0.00 m MΓ	:30	2 \$1,400.001	0.00 NM	2	\$2,800.00
Today Show Today Show  Weekdays MF M-F Today Show II 3rd H	CM 658a-9aı :/Week <u>Rat</u>	m MT	:30	2 \$1,400.001	0.00 NM	2	\$2,800.00
Today Show  Weekdays Spots  MF  M-F Today Show II 3rd F	:/Week Rat		:30	2 \$1,400.001	0.00 NM	2	\$2,800.00
Weekdays Spots MT M-F Today Show II 3rd F		e Rating					
MT M-F Today Show II 3rd H		e Rating					
M-F Today Show II 3rd I	2 \$1,400.0						
,	011			0	0.00.004	•	<b>#4 000 00</b>
	<b>℃</b> M 9-10a	МГ	:30	2 \$500.001	0.00 NM	2	\$1,000.00
With Today Chow ii							
	-			0 0005.004	0.00.104		<b>4050.00</b>
•	<b>⊮</b> M 10am-11	am MI	:30	2 \$325.001	0.00 NM	2	\$650.00
roday 4m riodi							
•	CM 11am-12	pm M1	:30	4 \$325.001	0.00 NM	4	\$1,300.00
Racilael Ray							
	-				0.00.104	_	
	CM 3-4p	M1'	:30	2 \$450.001	0.00 NM	2	\$900.00
וווו							
	-						
•	CM 5-630p	M1'	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
Will Larry News							
					l		
•		om M1'	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
Will deopardy/whiter or	Tortune						
						_	<b>^</b>
		om MI'	:30	2 \$800.001	0.00 NM	2	\$1,600.00
Tacc to Tacc w/ J.Maist	OH						
	-						
	CM 11pm-11	35pm MI'	:30	4 \$1,100.001	0.00 NM	4	\$4,400.00
Will NOWS 5 at LIEVELL							
MT						_	<b>A</b> . =
	CM 1135p-12	237a MT	:30	4 \$425.001	0.00 NM	4	\$1,700.00
ronight Show							
МГ	4 \$425.0	0.00					
. 2 . 2 . 2	Weekdays Spots MT  M-F Today Show III 4th Today 4th Hour  Weekdays Spots MT  Rachael Ray Rachael Ray Rachael Ray  Weekdays Spots MT  M-F Early News M-F Early News M-F Early News M-F Early News M-F JeoprofyWheel M-F Jeopardy/Wheel of Weekdays Spots MT  Pace to Face w/ Ralston Face to Face w/ J.Ralst Weekdays Spots MT  Pace To Face w/ J.Ralst Weekdays Spots MT  M-F News 3 at Eleven	Weekdays         Spots/Week         Rat \$500.0           2 M-F Today Show III 4th ICM         10am-11           Today 4th Hour         10am-11           Weekdays         Spots/Week         Rat \$325.0           2 Rachael Ray         CM         11am-12           Rachael Ray         Spots/Week         Rat \$325.0           2 Dr. Phil         CM         3-4p           Dr Phil         CM         3-4p           2 M-F Early News         CM         5-630p           M-F Early News         CM         5-630p           M-F Early News         CM         630-730p           M-F Jeop/Wheel         CM         630-730p           M-F Jeopardy/Wheel of Fortune         MG-7-2         4         \$1,000.0           2 Face to Face w/ RalstonCM         730-758p         Face to Face w/ J.Ralston         730-758p           2 Face to Face w/ J.Ralston         MF         2         \$800.0           2 M-F News 3 at Eleven         CM         11pm-11           M-F News 3 at Eleven         CM         11pm-11           M-F News 3 at Eleven         CM         1135p-12           2 The Tonight Show         CM         1135p-12           2 The Tonight Show         CM         1	Weekdays MT         Spots/Week MT         Rate Spoto,000         Rating MT           2 M-F Today Show III 4th KtM Today 4th Hour         10am-11am MT           Weekdays MT         Spots/Week MT         Rate Spots/Week MT         Rating MT           2 Rachael Ray Rachael Ray         CM Today Spots/Week MT         Rate Spots/Week MT         Rate Spots/Week MT         Rating MT	Weekdays   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Spots	Weekdays MIT         Spots/Week MII 4th KbM         Rate 2 \$500.00         Rating 0.00           2 M-F Today Show III 4th KbM Today 4th Hour         10am-11am         MT         :30         2 \$325.00 1           Weekdays MF         Spots/Week Spots/Week MT         Rate 8325.00         Rating 0.00         Weld 11am-12pm         MT         :30         4 \$325.00 1           2 Rachael Ray Rachael Ray Rachael Ray Rachael Ray Rachael Ray Rachael Ray MT         4 \$325.00         0.00         Weekdays MT         Spots/Week Spots/Week MT         Rating 0.00         MT         :30         2 \$450.00 1         2 \$450.00 1         Weekdays MT         2 \$450.00 1         0.00         2 \$450.00 1         Weekdays MT	Weekdays   Spots/Week   Rate   Rating   MT   2 \$500.00   0.00	